

### **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application.

#### **Listing of Claims:**

Claim 1 (Original): A method comprising:

certifying a plurality of online entities;  
storing certification data for each of the plurality of online entities in a database; and  
selectively generating corresponding media objects for the online entities for which the  
respective certification data indicates successful certification, wherein each of the media objects  
includes media to present a unique seal of certification for each of the entities.

Claim 2 (Original): The method of claim 1,

wherein certifying a plurality of online entities comprises certifying that the online  
entities agree to participate in an online dispute resolution process associated with an online  
marketplace, and

wherein generating corresponding media objects comprises generating the media objects  
to provide a visual indicator that the respective online entities have been certified as agreeing to  
participate in the online dispute resolution process.

Claim 3 (Original): The method of claim 1, wherein generating corresponding media objects  
comprises generating the media objects as recognizable symbols associated with qualities of the  
online entities including at least one of trustworthiness, reliability, and superior customer service.

Claim 4 (Original): The method of claim 1, further comprising:

periodically updating the certification data for the entities; and  
modifying the media objects based on the updated certification data.

Claim 5 (Original): The method of claim 4, wherein modifying the media objects comprises:  
generating the media objects to have a first visual appearance when the certification data indicates the entity is certified; and  
generating the media objects to have different visual appearances when the certification data indicates that the certifications have been revoked.

Claim 6 (Original): The method of claim 4, wherein modifying the media objects comprises deleting one of the media objects based on the updated data.

Claim 7 (Currently Amended): The method of claim 1, wherein certifying a plurality of online entities comprises verifying that the entities are a-legitimate business entities.

Claim 8 (Original): The method of claim 1, wherein certifying a plurality of online entities comprises verifying at least one of: (a) that a business practice of the entities conforms to a standard, and (b) that the entities agree to conform to the standard.

Claim 9 (Original): The method of claim 1, wherein certifying a plurality of online entities comprises certifying the online entities upon receiving agreements to participate in online dispute resolution from the entities.

Claim 10 (Original): The method of claim 1, wherein certifying a plurality of online entities comprises receiving an application for certification via a network.

Claim 11 (Original): The method of claim 1, wherein the entities comprise online merchants, and the certification data includes transaction histories for the entities.

Claim 12 (Original): The method of claim 1, wherein the media objects comprise images.

Claim 13 (Original): A computer-readable medium comprising instructions that cause a programmable processor to:

- store certification data for a plurality of online entities within a database; and
- generate corresponding media objects for each of the online entities based on the certification data, wherein each of the media objects includes media to present a unique seal of certification for each of the entities.

Claim 14 (Original): The computer-readable medium of claim 13, further comprising instructions that cause a programmable processor to:

- periodically update the certification data for the entities; and
- modify the media objects based on the updated certification data.

Claim 15 (Original): The computer-readable medium of claim 14, wherein the instructions that cause a programmable processor to modify the media objects comprise instructions that cause a programmable processor to:

- generate the media objects to have a first visual appearance when the certification data indicates the entity is certified; and
- generate the media objects to have different visual appearances when the certification data indicates that the certifications have been revoked.

Claim 16 (Original): The computer-readable medium of claim 14, wherein the instructions that cause a programmable processor to modify the media objects comprises instructions that cause a programmable processor to delete one of the media objects based on the updated data.

Claim 17 (Original): The computer-readable medium of claim 13, wherein the instructions that cause a programmable processor to store certification data comprise instructions that cause a programmable processor to store data indicating whether the entities are a legitimate business entities.

Claim 18 (Original): The computer-readable medium of claim 13, wherein the instructions that cause a programmable processor to store certification data comprise instructions that cause a programmable processor to store data indicating at least one of (a) whether a business practice of the entities conforms to a standard, and (b) whether the entities agree to conform to the standard.

Claim 19 (Original): The computer-readable medium of claim 13, wherein the instructions that cause a programmable processor to store certification data comprise instructions that cause a programmable processor to store data indicating whether the entities have agreed to participate in online dispute resolution.

Claim 20 (Original): The computer-readable medium of claim 13, further comprising instructions that cause a programmable processor to receive an application for certification via a network.

Claim 21 (Original): The computer-readable medium of claim 13, wherein the entities comprise online merchants, and the instructions that cause a programmable processor to store certification data comprise instructions that cause a programmable processor to store transaction histories for the entities.

Claim 22 (Original): The computer-readable medium of claim 13, wherein the media objects comprise images.

Claim 23 (Original): A system comprising:

- a database to store certification data for a plurality of online entities; and
- a server to access the certification data, and generate corresponding media objects for each of the online entities based on the certification data, wherein each of the media objects includes media to present a unique seal of certification for each of the entities.

Claim 24 (Original): The system of claim 23, wherein the server generates the media objects as recognizable symbols associated with qualities of the online entities including at least one trustworthiness, reliability, and superior customer service.

Claim 25 (Original): The system of claim 23, wherein the server periodically accesses the database to update the certification data for the entities, and modifies the media objects based on the updated certification data.

Claim 26 (Original): The system of claim 25, wherein the server generates the media objects to have a first visual appearance when the certification data indicates the entity is certified, and generates the media objects to have different visual appearances when the certification data indicates that the certifications have been revoked.

Claim 27 (Original): The system of claim 25, wherein the server deletes one of the media objects based on the updated data.

Claim 28 (Original): The system of claim 23, wherein the database stores data that indicates whether the entities are legitimate business entities.

Claim 29 (Original): The system of claim 23, wherein the database stores data that indicates at least one of (a) whether a business practice of the entities conforms to a standard, and (b) whether the entities agree to conform to the standard.

Claim 30 (Original): The system of claim 26, wherein the database stores data that indicates whether the entities have agreed to participate in an online dispute resolution associated with an online marketplace, and wherein the server generates the media objects to provide a seal of certification indicating that the respective online entities have agreed to participate in the online dispute resolution process.

Claim 31 (Original): The system of claim 23, wherein the server receives an application for certification from one of the entities via a network.

Claim 32 (Original): The system of claim 23, wherein the entities comprise online merchants, and the database stores transaction histories for the entities.

Claim 33 (Original): The system of claim 23, wherein the media objects comprise images

Claim 34 (Original): A method comprising:

receiving agreements to participate in online dispute resolution from plurality of online entities; and

generating corresponding media objects for each of the online entities based on receipt of the agreements, wherein each of the media objects includes media to present a unique seal of certification for each of the entities.

Claim 35 (Original): The method of claim 34, further comprising storing data reflecting the agreements for each of the online entities in a database,

wherein generating corresponding media objects comprises generating corresponding media objects for each of the online entities based on the data stored in the database.

Claim 36 (Original): The method of claim 34, wherein the media objects comprise images and the entities comprises online merchants.

Claim 37 (Original): A method for providing electronic seals of certification for participants in an online marketplace or other intermediary that is accessed via a computer network and enables participants to buy and sell items comprising:

certifying participants in the online marketplace;

storing information for each of the participants within a database, the information for each participant including certification data that indicates a certification status that participant; and

generating corresponding media objects for each of the participants based on the certification data stored in the database, wherein each of the media objects includes media to present a unique seal of certification for each of the participants that indicates the certification status of that participant, and

wherein the media objects have a first visual appearance when the certification data indicates that entity is certified, and different visual appearances when the certification data indicates that the certifications have been revoked.

Claim 38 (Original): The method of claim 37, further comprising:

receiving a request from a web browser executing on a client device for one of the media objects; and

communicating the requested media object to the web browser for presentment of the respective seal of certification to a user as a portion of a website associated with the online marketplace to indicate the certification status of the one of the participants in the online marketplace associated with the requested media object.

Claim 39 (Original): The method of claim 37, wherein certifying participants comprises certifying sellers within the marketplace, and

wherein communicating the requested media object to the web browser for presentment of the respective seal of certification as a portion of a website comprises communicating the requested media object to the web browser for presentment of the respective seal of certification to a buyer as a portion of a web page associated with the seller.

Claim 40 (Original): The method of claim 37, wherein certifying participants in an online marketplace comprises verifying that the participants are a legitimate business entities.

Claim 41 (Original): The method of claim 37, wherein certifying participants in an online marketplace comprises at least one of verifying that a business practice of the participants conforms to a standard and that the participants agree to conform to certain standards.

Claim 42 (Original): The method of claim 37, wherein certifying participants in an online marketplace comprises certifying the participant upon receiving agreements to participate in online dispute resolution from the participants.

Claim 43 (Currently Amended): A system comprising:

a database to store certification data and information for each of a plurality of online entities; and

a server to ~~certify each of the online entities and~~ generate corresponding media objects for each the online entities based on the certification data, wherein each of the media objects includes media to present a unique seal for each of the entities, communicate a requested one of the media objects to a web browser for presentment of the respective seal to a user as a portion of a website, and selectively provide the information stored within the database for the entity associated with requested media object to the user via the web browser.

Claim 44 (Original): The system of claim 43, wherein after communicating the requested media object to the client device, the server receives a request from the client device to view additional information for the entity corresponding to the requested media object, retrieves the information as a function of a unique identifier provided by the request, and communicates the information to the client device for display to the user.

Claim 45 (Original): The system of claim 43, wherein the entity comprises an online merchant and the information includes a transaction history for the merchant.



Claim 46 (Original): The system of claim 43, where the server stores a disclosure setting for each entity, and filters the information based on the disclosure setting.

Claim 47 (Original): The system of claim 46, wherein the server filters the information based on a universal resource locator (URL) received during the request for the information.

Claim 48 (Original): The system of claim 43, wherein the server provides a web page that includes the information to the user.

Claim 49 (Previously Presented): The method of claim 1, wherein selectively generating corresponding media objects comprises dynamically generating the media objects to display dates as part of the seal of certifications.

Claim 50 (Previously Presented): The method of claim 49, wherein the dates comprise expiration dates for the seals of certification.

Claim 51 (Previously Presented): The method of claim 1, wherein selectively generating corresponding media objects comprises dynamically generating the media objects to display times as part of the seal of certifications.

Claim 52 (Previously Presented): The method of claim 49, wherein the dates comprise timestamps for the seals of certification.

Claim 53 (Previously Presented): The method of claim 1, wherein selectively generating corresponding media objects comprises dynamically generating the media objects to display identities of the online entities as part of the seal of certifications.

Claim 54 (Previously Presented): The method of claim 1, wherein selectively generating corresponding media objects comprises dynamically generating the media objects to display credentials of the online entities as part of the seal of certifications.

Claim 55 (Previously Presented): The method of claim 1, wherein selectively generating corresponding media objects comprises dynamically generating the media objects to display policies or business practices of the online entities as part of the seal of certifications.

Claim 56 (Previously Presented): The method of claim 1, wherein selectively generating corresponding media objects comprises dynamically generating the media objects to display contact information for the online entities as part of the seal of certifications.

Claim 57 (New): The method of claim 1, wherein selectively generating corresponding media objects comprises selectively displaying the media objects.

Claim 58 (New): The method of claim 1, further comprising communicating at least one of the media objects via an electronic mail message.

Claim 59 (New): The method of claim 1, wherein certifying the plurality of online entities comprises verifying that the online entities comply with security requirements.

Claim 60 (New): The computer-readable medium of claim 13, wherein the instructions cause the programmable processor to selectively generate corresponding media objects comprises selectively displaying the media objects.

Claim 61 (New): The computer-readable medium of claim 13, wherein the instructions cause the programmable processor to communicate at least one of the media objects via an electronic mail message.

Claim 62 (New): The computer-readable medium of claim 13, wherein the instructions cause the programmable processor to generate the certification data by verifying that the online entities comply with security requirements.

Claim 63 (New): The system of claim 23, wherein the server selectively generates the media objects by selectively displaying the media objects within a web page.

Claim 64 (New): The system of claim 23, wherein the server communicates at least one of the media objects via an electronic mail message.

Claim 65 (New): The system of claim 23, wherein the certification data indicates whether the plurality of online entities comply with security requirements.

Claim 66 (New): The method of claim 34, wherein generating corresponding media objects comprises selectively displaying the media objects.

Claim 67 (New): The method of claim 34, further comprising communicating at least one of the media objects via an electronic mail message.

Claim 68 (New): The method of claim 37, wherein generating corresponding media objects comprises selectively displaying the media objects within the online marketplace

Claim 69 (New): The method of claim 37, further comprising communicating at least one of the media objects via an electronic mail message.

Claim 70 (New): The method of claim 37, wherein certifying participants comprises verifying that the participants comply with security requirements.

Claim 71 (New): The system of claim 43, wherein the server generates the media objects by displaying the media objects within a web page associated with the website.

Claim 72 (New): The system of claim 43, wherein the server communicates at least one of the media objects via an electronic mail message.

Claim 73 (New): The system of claim 43, wherein the certification data indicates whether the plurality of online entities comply with security requirements.

Claim 74 (New): The system of claim 23, wherein the server includes a plurality of computing devices.

Claim 75 (New): The system of claim 23, wherein the server and the database are provided by a common computing device.

Claim 76 (New): The system of claim 43, wherein the server includes a plurality of computing devices.

Claim 77 (New): The system of claim 43, wherein the server and the database are provided by a common computing device.

Claim 78 (New): A method comprising:  
certifying a plurality of online entities;  
storing certification data for each of the plurality of online entities in a database; and  
selectively displaying media objects to present seals of certification for the entities in accordance with the certification data.

Claim 79 (New): The method of claim 78, wherein selectively displaying comprises displaying the media objects as unique seals of certification for each of the entities.

Claim 80 (New): The method of claim 78,

wherein certifying a plurality of online entities comprises certifying that the online entities agree to participate in an online dispute resolution process associated with an online marketplace, and

wherein selectively displaying corresponding media objects comprises displaying the media objects to provide a visual indicator that the respective online entities have been certified as agreeing to participate in the online dispute resolution process.

Claim 81 (New): The method of claim 78, wherein selectively displaying corresponding media objects comprises displaying the media objects as recognizable symbols associated with qualities of the online entities including at least one of trustworthiness, reliability, and superior customer service.

Claim 82 (New): The method of claim 78, further comprising:

updating the certification data for the entities; and

dynamically displaying the media objects based on the updated certification data.

Claim 83 (New): The method of claim 82, wherein dynamically displaying the media objects comprises:

displaying the media objects to have a first visual appearance when the certification data indicates the entity is certified; and

displaying the media objects to have different visual appearances when the certification data indicates that the certifications have been revoked.

Claim 84 (New): The method of claim 78, further comprising dynamically disabling the display of at least one of the media objects when the certification data indicates that a certification for the corresponding entity has been revoked.

Claim 85 (New): The method of claim 78, wherein certifying a plurality of online entities comprises at least one of:

- verifying that the entities are legitimate business entities;
- verifying that a business practice of the entities conforms to a standard;
- verifying that the entities agree to conform to the standard; and
- verifying that the online entities agree to participate in an online dispute resolution process.

Claim 86 (New): The method of claim 78, wherein certifying a plurality of online entities comprises receiving an application for certification via a network.

Claim 87 (New): The method of claim 78, wherein the entities comprise online merchants, and the certification data includes transaction histories for the entities.

Claim 88 (New): The method of claim 78, wherein the media objects comprise images.

Claim 89 (New): The method of claim 78, wherein selectively displaying media objects comprises dynamically displaying the media objects to display dates as part of the seal of certifications.

Claim 90 (New): The method of claim 78, wherein selectively displaying media objects comprises dynamically displaying the media objects to display times as part of the seal of certifications.

Claim 91 (New): The method of claim 78, wherein selectively displaying media objects comprises dynamically displaying the media objects to display identities of the online entities as part of the seal of certifications.

Claim 92 (New): The method of claim 78, wherein selectively displaying media objects comprises dynamically displaying the media objects to display credentials of the online entities as part of the seal of certifications.

Claim 93 (New): The method of claim 78, wherein selectively displaying media objects comprises dynamically displaying the media objects to display policies or business practices of the online entities as part of the seal of certifications.

Claim 94 (New): The method of claim 78, wherein selectively displaying media objects comprises dynamically displaying the media objects to display contact information for the online entities as part of the seal of certifications.

Claim 95 (New): The method of claim 78, further comprising communicating at least one of the media objects via an electronic mail message.

Claim 96 (New): The method of claim 78, wherein certifying the plurality of online entities comprises verifying that the online entities comply with security requirements.

Claim 97 (New): The method of claim 78, wherein selectively displaying comprises:  
receiving a request from a web browser executing on a client device for one of the media objects; and  
communicating the requested media object to the web browser for presentment to a user as a portion of a website associated with an online marketplace to indicate the certification status of a participant in the online marketplace associated with the requested media object.

Claim 98 (New): The method of claim 78, wherein selectively displaying comprises:  
receiving a request from a web browser executing on a client device for one of the media objects; and  
communicating the requested media object to the web browser for presentment to a user as a portion of a website.

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Claim 99 (New): The method of claim 78, wherein online entity comprise one of a merchant or an entity having an online presence with a network.